IN THE UNITED STATES DISTRICT COURT FOR THE NORTHERN DISTRICT OF ILLINOIS

IN RE: HAIR RELAXER MARKETING, SALES PRACTICES, AND PRODUCTS LIABILITY LITIGATION	MDL No. 3060 Master Docket Case No. 1:23-cv-00818 Honorable Mary M. Rowland
Plaintiff(s),	
v.	
	SHORT-FORM COMPLAINT AND JURY DEMAND
	Civil Action No.
Defendant(s).	
1. Plaintiff(s)/Injured Party/Deceden	at (hereinafter, "Plaintiff(s)") incorporate by

- 1. Plaintiff(s)/Injured Party/Decedent (hereinafter, "Plaintiff(s)") incorporate by reference Plaintiffs' Master Long Form Complaint in *In Re: Hair Relaxer Marketing, Sales Practices and Products Liability Litigation*, MDL 3060, filed as of May 15, 2023, as Document Number 106.
- 2. Plaintiff(s),_______, file(s) this Complaint pursuant to CMO No. 2 and is to be bound by the rights, protections and privileges, and obligations of that CMO and other Orders of the Court. Further, in accordance with CMO No. 2, Plaintiff(s) hereby

designate(s) 1	the United States District Court for the	as Plaintiff's
designated ve	enue ("Original Venue"). Plaintiff makes this selection based upon	one (or more) of
the following	factors (please check the appropriate box(es)):	
	Plaintiff currently resides in	(City/State);
	Plaintiff purchased and used Defendant(s)' products in(City/State);	
	The Original Venue is a judicial district in which Defendant resides, and all defendants are residents of the State in which the (28 U.S.C. § 1391(b)(1)).	
	The Original Venue is a judicial district in which a substantial paromissions giving rise to the claim occurred, specifically 1391(b)(2)):	(28 U.S.C. §
	There is no district in which an action may otherwise be brought § 1391, and the Original Venue is a judicial district in wation (28 U.S.C. § 1391(b)(3)).	which Defendant
	Other reason (please explain):	
3.	For purposes of diversity jurisdiction, Plaintiff is	a citizen of
	(State/Territory).	

4. Plaintiff is suing the following Defendants, and for purposes of diversity, whose State of Incorporation/Formation and Principal Place of Business is as follows:

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
	AFAM Concept, Inc. d/b/a JF Labs, Inc.	Illinois	Illinois
	Avlon Industries	Illinois	Illinois
	Beauty Bell Enterprises LLC f/k/a House of Cheatham, Inc.	Georgia	Georgia
	Dabur International Ltd.	Isle of Man	Dubai

Check All Applicable Defendants	Defendant	State of Incorporation or Formation	Principal Place of Business
	Dabur International USA Ltd.	India	Illinois
	Dermoviva Skin Essentials, Inc.	Delaware	New Jersey
	Godrej SON Holdings, Inc.	Georgia	Georgia
	House of Cheatham LLC	Delaware	Georgia
	L'Oréal USA, Inc.	Delaware	New York
	L'Oréal USA Products, Inc.	Delaware	New York
	Luster Products, Inc.	Illinois	Illinois
	McBride Research Laboratories, Inc.	Georgia	Georgia
	Namaste Laboratories LLC	Illinois	Illinois
	Revlon Consumer Products Corporation	Delaware	New York
	Revlon Group Holdings LLC	Delaware	Delaware
	Revlon, Inc.	Delaware	New York
	SoftSheen-Carson LLC	New York	New York
	Strength of Nature, LLC	Georgia	Georgia
	Other (Please identify):		
	Other (Please identify):		
	Other (Please identify):		

CASE SPECIFIC FACTS REGARDING HAIR RELAXER PRODUCT USE AND INJURIES

5. Upon information and belie	ef, Plaintiff began using hair relaxer product(s) on or
about the following date	and if applicable, stopped using hair relaxer
product(s) on or about the following date: _	

6. Upon information and belief, Plaintiff used the following hair relaxer product(s), which Plaintiff contends caused and/or contributed to their injury(ies) and brings claims against the following Defendants:

<u>Defendant</u>	Product List (Select All Applicable Products)
AFAM Concept, Inc. d/b/a JF Labs, Inc.	 □ Hawaiian Silky - Crème Conditioning No Lye Silky Smooth Sheen Relaxer □ Hawaiian Silky - Herbal No Lye Conditioning Relaxer System with Tea Tree & Avocado Oil - 2 Applications □ Vitale - Olive Oil Anti-Breakage Relaxer No Base with Shea Butter - Regular Strength □ Vitale Pro - New Texture Salon Exclusive Hair Relaxer □ Vitale Mo'Body - Shea Butter Sensitive Scalp Relaxer with Oatmeal Protein □ Vitale - Life and Body - Hair Relaxer with Aloe Vera - Smooth Silky Texture □ Other (please specify):
Avlon Industries, Inc.	☐ Affirm Crème Relaxer
	☐ Affirm Sensitive Scalp Relaxer
	☐ Affirm Dry & Itchy Scalp Relaxer
	☐ Affirm FiberGuard Conditioning Crème Relaxer
	☐ Affirm FiberGuard Sensitive Scalp Conditioning Relaxer
	☐ Other (please specify):
Beauty Bell	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
Enterprises, LLC	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
f/k/a House of	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with
Cheatham, Inc.	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System
	☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System
	☐ Texture My Way Men's Texturizing Kit
	☐ Texture My Way Women's Texturizing & Softening System
	☐ Other (please specify):
House of Cheatham,	☐ Africa's Best Herbal Intensive No-Lye Relaxer System
LLC	☐ Originals by Africa's Best Originals Olive Oil Conditioning Relaxer
	☐ Organics by Africa's Best Olive Oil Conditioning Relaxer System with
	Extra Virgin Olive Oil
	☐ Originals by Africa's Best Kids Originals Natural Conditioning Relaxer

<u>Defendant</u>	Product List (Select All Applicable Products)
	System ☐ Organics by Africa's Best Kids Organic Conditioning Relaxer System ☐ Organics by Africa's Best Kids Natural Conditioning Relaxer System ☐ Texture My Way Men's Texturizing Kit ☐ Texture My Way Women's Texturizing & Softening System ☐ Other (please specify):
L'Oréal USA, Inc./ L'Oréal USA Products, Inc./ SoftSheen-Carson LLC	 □ Dark and Lovely Beautiful Beginnings No-Mistake Smooth Relaxer □ Dark and Lovely Beautiful Beginnings No Mistake Curl Softener □ Dark and Lovely Healthy Gloss 5 Shea Moisture No Lye Relaxer □ Dark and Lovely Triple Nourished Silkening Relaxer □ Optimum Salon Haircare Defy Breakage No-Lye Relaxer □ Optimum Care Bodifying Relaxer □ Optimum Care Bodifying Relaxer □ Optimum Multi-Mineral Reduced pH Crème Relaxer □ Bantu No Base Relaxer □ Ultra Precise No-Lye Conditioning Relaxer □ Mizani Butter Blend Relaxer □ Mizani Butter Blend Sensitive Scalp Rhelaxer □ Mizani Classic Rhelaxer □ Mizani Classic Rhelaxer □ Mizani Sensitive Scalp Rhelaxer □ Care Free Curl – Cold Wave Chemical Rearranger Super Strength □ Look of Radiance Permanent Crème Relaxer Kit □ Other (please specify):
<u>Luster Products</u> <u>Company</u>	□ Luster's Pink Oil Moisturizer No-Lye Conditioning Relaxer □ Luster's Pink Oil Moisturizer Short Looks Texturizer □ Luster's Pink Oil Moisturizer Smooth Touch Relaxer □ PCJ Kit □ PCJ No Lye Kit - Adult □ PCJ No Lye Kit - Children's □ ShortLooks Colorlaxer Diamond Black □ ShortLooks Colorlaxer Passion Red □ ShortLooks Colorlaxer Sable Brown □ Other (please specify):
McBride Research Laboratories	 □ Design Essentials Honey Nectar Relaxer Kit - Time Release Regular Strength □ Design Essentials Sensitive Scalp Relaxer System □ Design Essentials Regular Conditioning Relaxer □ Other (please specify):

Defendant	Product List (Select All Applicable Products)
- VAVAMMAN	ORS Olive Oil Built-In-Protection No-Lye Relaxer – Full Application
	ORS Olive Oil No-Mix Salon Formula Crème Relaxer
	☐ ORS Olive Oil Ultra Nourish Crème Hair Relaxer
	☐ ORS Olive Oil Built-In-Protection No-Lye Relaxer – New Growth
	☐ ORS Olive Oil Zone Relaxer – Targeted Touch-Up No-Lye Hair
	Relaxer
	☐ ORS Olive Oil Curl Stretching Texturizer
	☐ ORS Olive Oil Crème on Crème Touch-Up No-Lye Hair Relaxer
	☐ ORS Olive Oil Mild Touch Relaxer with 60% Lower Chemical
	☐ ORS Olive Oil Texlax and Stretch Semi-Straightening System
	ORS Olive Oil Girls Built-In Protection Plus No-Lye Conditioning Hair
Namaste Laboratories	Relaxer System
	☐ ORS Olive Oil Girls Soft Curls No-Lye Crème Texture Softening
	System
	☐ ORS HAIRepair No-Lye Conditioning Relaxer System with Cuticle
	Shield
	☐ ORS Olive Oil Professional No-Lye Relaxer Kit
	☐ ORS Olive Oil Professional Crème Relaxer
	☐ Namasté Salon System Triple Emulsion Relaxer
	☐ Namasté Salon System Crème Relaxer
	☐ Namasté Salon System Conditioning Sensitive Scalp No-Lye Relaxer
	☐ Namasté Salon System Crème Relaxer Salon Trial Pack
	☐ Other (please specify):
	☐ African Pride – No Lye Relaxer Kit
	☐ African Pride – No Base Relaxer
	☐ African Pride – Multi Length Texturizer Kit
	☐ African Pride – Dream Kids No Lye Relaxer Kit
	☐ All Ways Natural – No Lye Conditioning Crème Relaxer Kit
	☐ Arosci Aromaphoric Relaxer System
	☐ Crème Of Nature Relaxer Cream
Revlon, Inc./ Revlon	☐ Crème Of Nature Relaxer Kit Argan Oil
Consumer Products	☐ Crème of Nature Herbarich Conditioning Crème Relaxer System Kit
Craw Haldings LLC/	☐ Crème of Nature Herbarich Conditioning Crème Relaxer and Texturizing
Group Holdings LLC/ Revlon	System
Kevion	☐ Crème of Nature Herbarich No Base Relaxer
	☐ Crème of Nature No Base Relaxer
	☐ Crème of Nature No Lye Relaxer
	☐ Crème of Nature Sodium Relaxer Kit
	☐ Crème Of Nature Cni No Lye Relaxer
	☐ Crème Of Nature Cni Sunflower & Coconut Oil - Creme
	☐ Crème Of Nature Eden Relaxer
	☐ Fabulaxer No-Lye Relaxer

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Fabulaxer Gro-7
	☐ Revlon Realistic No-Base Relaxer
	☐ Revlon Realistic No Lye Relaxer Kit
	☐ Other (please specify):
Strength of Nature,	☐ African Pride Olive Miracle Deep Conditioning Crème-on-Crème No
<u>LLC</u>	Lye Relaxer 8 Salon Pack Touch-Ups
	☐ African Pride Olive Miracle Deep Conditioning Curls & Coils Texturizer
	☐ African Pride Olive Miracle Deep Conditioning Curls & Coils Texturizer
	With Aloe Deep Conditioner
	☐ African Pride Olive Miracle Deep Conditioning No-Lye Relaxer One
	Complete Application
	☐ African Pride Olive Miracle Deep Conditioning No-Lye Relaxer, One
	Complete Touch-Up
	African Pride Shea Miracle Texture Softening Elongating System
	African Pride Dream Kids Olive Miracle (4) Touch-Up Relaxer Kit
	African Pride Dream Kids Olive Miracle Relaxer
	African Pride Dream Kids Olive Miracle Touch-Up Relaxer Kit
	Dr. Miracle's No Lye Relaxer Kit
	Dr. Miracle's New Growth No-Lye Relaxer Kit
	☐ Elasta QP Normal Relaxer Kit
	☐ Elasta QP Normal Relaxer Kit 2 Applications
	Elasta QP Resistant Relaxer Kit
	☐ Elasta QP Sensitive Scalp Kit 12 Application Economy Pack
	☐ Elasta QP Sensitive Scalp Kit – 4 Applications
	☐ Elasta QP No Base Crème Relaxer
	☐ Elasta QP SOY OYL No-Base Relaxer
	☐ Elasta QP SOY OYL 4 Application Anti-Dryness No Lye Relaxer Kit
	☐ Elasta QP No-Base Relaxer
	☐ Elasta QP Extra Body No-Base Regular Relaxer
	Elasta QP Extra Body No-Base Super Relaxer
	Gentle Treatment No-Lye Relaxer Gray Kit
	Gentle Treatment No-Lye Relaxer
	Just For Me Relaxer 1 Complete Touch Up Relaxer
	Just For Me 4 Application Salon Pack Relaxer
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit
	Just For Me No-Lye Conditioning Crème Relaxer Kit with Coil & Curl
	Cream Uset For Mo No Lya Conditioning Cròma Palayar Kit (Super) with Oil
	☐ Just For Me No-Lye Conditioning Crème Relaxer Kit (Super) with Oil Moisturize Lotion
	☐ Just For Me No-Lye Texture Softener System
	☐ Just For Me No-Lye Texture Softener System with Hair & Scalp Butter
	☐ Motions Classic Formula Smooth & Silken Hair Relaxer

<u>Defendant</u>	Product List (Select All Applicable Products)
	☐ Motions Professional 12-Application Salon Pack
	☐ Motions Silkening Shine No Lye Relaxer Kit
	☐ Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 2 Touch Up
	Application
	☐ Profectiv MegaGrowth Anti-Damage No-Lye Relaxer 1 Complete Touch
	Up Application
	Profectiv Procision Relaxer Kit Regular
	☐ Profectiv Relax and Refresh Kit Auburn Spice
	Profectiv Relax and Refresh Kit Cherry Fusion
	Profectiv Relax and Refresh Kit Jet Black
	☐ Profectiv Relax and Refresh Kit Mahogany Brown
	☐ Profectiv Relax and Refresh Kit Silky Black
	☐ Pro-Line Comb Thru Texturizer Kit
	☐ SmartPerm No-Lye Anti-Breakage Relaxer System
	☐ SmartPerm No-Lye Anti-Breakage New Growth Relaxer System, Smart Grow Stimulator
	☐ SmartPerm Smart Valu No-Lye Anti-Breakage Relaxer Kit, 4 Applications
	☐ Smart Perm Smart Valu Smart Gro Stimulator New Growth No-Lye
	Relaxer with GroRehab 4 Applications
	☐ S&B® Botanicals TM 2 Application Relaxer
	☐ S&B® Botanicals TM No-Lye Sensitive Scalp Relaxer, 1-App
	☐ S&B® Botanicals TM No-Mix Texturizer 2-App, with Deep Conditioner
	☐ S&B® Botanicals TM No-Mix Texturizer 2-App
	☐ S&B® Botanicals TM Relaxer 8-Touch Up
	☐ Soft & Beautiful No-Lye Crème Relaxer
	☐ Soft & Beautiful No-Lye Ultimate Conditioning Relaxer System
	☐ TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye
	Relaxer
	☐ TCB Naturals Conditioning Argan Oil Vitamin E & Olive No-Lye
	Relaxer, 2 Applications
	☐ TCB No-Base Crème Hair Relaxer with Protein & DNA
	☐ UltraSheen Supreme Conditioning No-Lye Relaxer
	☐ UltraSheen Ultra Moisturizing No-Lye Relaxer
	☐ UltraSheen Ultra Moisturizing No-Lye Relaxer, with Keratin
	Other (please specify):
	Other (pieuse speeny)
7. Other	manufacturer(s)/product(s) used by Plaintiff not identified above:

8.	Plaintiff's use of Defendant(s) hair relaxer product(s) caused serious injuries and
damages inc	cluding but not limited to the following:
	Uterine Cancer Endometrial Cancer Ovarian Cancer Other injuries and/or additional details (please specify):
9.	Approximate date(s) of diagnosis (injury(ies)), if applicable at this time, that
form(s) the l	basis of Plaintiff's claim(s):

CAUSES OF ACTION AND THEORIES OF RECOVERY ADOPTED AND INCORPORATED IN THIS LAWSUIT

- 10. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully herein, all common factual allegations contained in paragraphs 1 through 114 of the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060.
- 11. Plaintiff(s) hereby adopt(s) and incorporate(s) by reference as if set forth fully herein, the following Causes of Action and the Prayer for Relief within the Master Long Form Complaint on file with the Clerk of the Court for the United States District Court for the Northern District of Illinois in the matter entitled *In Re: Hair Relaxer Marketing, Sales Practices, and Products Liability Litigation*, MDL No. 3060:
 - ☐ Count I Negligence and/or Gross Negligence

X	Count II – Negligent Misrepresentation
	Count III – Negligence Per Se
X	Count IV – Strict Liability: Design Defect
\boxtimes	Count V – Strict Liability: Failure to Warn
	Count VI – Breach of Implied Warranty of Merchantability/ Fitness for a Particular Use
	Count VII – Breach of Express Warranty under state law and the Magnuson-Moss Warranty Act, 15 U.S.C. § 2301 et seq.
\boxtimes	Count VIII – Fraud/ Fraudulent Misrepresentation
	Count IX – Fraudulent Concealment
	$\label{eq:count} \begin{cal}C\end{cal} Ount $X-U$. State and Territory Statutory Consumer Protection and Unfair or Deceptive Trade Practices Claims$
\square	Count XI – Unjust Enrichment
	Count XII – Wrongful Death
	Count XIII – Survival Action
	Count XIV – Loss of Consortium
X	Count XV – Punitive Damages
	Other Causes of Action:
	<u> </u>
12.	Consortium Claim(s) (if applicable): The following individual(s) allege(s)
damages for loss of consortium:	

13. Survival and/or Wrongful Death Claim(s) (if applicable): The following individual(s) allege(s) damages for survival and/or wrongful death: **JURY DEMAND** Plaintiff(s) demand(s) a trial by jury as to all claims in this action. _day of_ September Dated this the 5th _____, 20<u>23</u>___. RESPECTFULLY SUBMITTED ON BEHALF OF THE PLAINTIFF(S), /s/ Diandra Debrosse Zimmermann Signature Diandra Debrosse Zimmermann OF COUNSEL: Eli Hare Elton Darby DICELLO LEVITT LLP 505 20th Street North **Suite 1500** Birmingham, AL 35203 Tel: (205) 855-5700

> Mark Abramowitz Nicholas Horattas DICELLO LEVITT LLP

fu@dicellolevitt.com ehare@dicellolevitt.com edarby@dicellolevitt.com

8160 Norton Parkway, Third Floor

Mento, OH 44060 Tel: (440) 953-8888

mabramowitz@dicellolevitt.com nhorattas@dicellolevitt.com